

MENTHOL AD (#839288)

*From Philip Morris*

# NICOTINE EXTRACTED REFRESHMENT

HOW NATURE SUPPLIED THE CATALYST FOR  
THE NEXT BREAKTHROUGH IN SMOKING.

Cool, brisk, sparkling water. That's what we used  
to remove nicotine from the tobacco in the  
world's first nicotine-extracted menthol.

97% of the nicotine has been re-  
moved. Taken away naturally by our  
patented water process, the same way  
caffeine is removed from coffee. Leaving  
our mild, natural tobaccos mild and natural.



But while the nicotine is gone, the  
brisk menthol flavor is right where you  
want it.

Making it a distinct, refreshing  
menthol.

WHAT YOU WANT  
OUT OF A CIGARETTE.

6798279502

SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.



Available in Lights, Ultra Lights, Regular and Menthol